

Re: CAN-SPAM Act Rulemaking, Project No. R411008

To the Commissioners,

I think it is great that you are taking efforts to suppress unwanted or unsolicited bulk email. However, I'm concerned about the proposed requirement for business folks to maintain suppression lists.

There could be problems and costs associated with this idea, and damage could be done to consumers and businesses alike. I feel I must urge you to consider this matter most carefully.

Requirement of the use of suppression lists could damage many of the legitimate publications available on the net. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

They're not who CAN-SPAM was designed to put out of business, but this requirement could have that effect.

There's also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, these suppression lists could easily fall into the hands of spammers, leading to more spam instead of less.

I was quite surprised at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems,

Respectfully,


Thomas Whitson
Texas, USA